

**METHODS AND SYSTEMS FOR NETWORK BASED CAPTURE OF
TELEVISION VIEWER GENERATED CLICKSTREAMS**

ABSTRACT

5 Methods and systems provide clickstream captures at a remote component, such
as a video control system of a television network, by receiving user commands generated
by the viewer that are sent to the remote component concurrently relative to when they
are generated by the viewer. The commands are captured and then information related to
these commands is stored remotely from the premises of the viewer. Additionally, the
10 user commands may be executed remotely such as at a video control system of a
television network or alternatively may be executed at the premises of the viewer such as
within a set top box. Information related to these user commands continues to be stored
remotely from the premises of the viewer after the user commands have been executed
such that the information related to these user commands can be processed as necessary
15 and used for various purposes.